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PTO/SB/21 (09-04)

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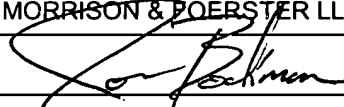
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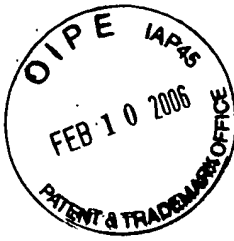
TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application Number	09/834,500
		Filing Date	April 12, 2001
		First Named Inventor	Mike CRISTOFALO
		Art Unit	3622
		Examiner Name	D. Lastra
Total Number of Pages in This Submission	5	Attorney Docket Number	559442004400

ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Return Receipt Postcard
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	MORRISON & BOERSTER LLP		
Signature			
Printed name	Jonathan Bockman		
Date	February 10, 2006	Reg. No.	45,640



Attorney Docket No.: 559442004400
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Mike CRISTOFALO et al.

Application No.: 09/834,500

Confirmation No.: 5803

Filed: April 12, 2001

Art Unit: 3622

For: SYSTEM AND METHOD FOR TARGETING
OBJECT ORIENTED AUDIO AND VIDEO
CONTENT TO USERS

Examiner: D. Lastra

RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

This is in response to the non-final Office Action dated November 10, 2005, for which a response is due on February 10, 2006. Accordingly, this response is timely filed. Reconsideration and allowance of the pending claims in light of the remarks presented herein are respectfully requested.

Remarks/Arguments begin on page 2 of this paper.